



WJLA-TV/DT WASHINGTON, DC

WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

## Contract # 199388

### Schedule Dates

10/30/12-11/06/12

### Advertiser

Restore our Future (15528)

### Agency/T-Code

Mentzer Media (1290)/ELECTRONIC

### Product

Political-Political (1088)

### Brand

EST 1545 10/30-11/06 (72887)

### Salesperson

Monares, Barbara (1108)

### Sales Office

WJLA - Core Team

### Buyer Name

BRAUNSCHEIDEL, ANNE

### Phone/Fax

/(202) 872-0263

### CPE

EST 1545 10/30-11/06

### Account Types

Local/Political Issue Agency

### Billing Type

Standard

### Comments

EST 1545 10/30-11/06

Date Entered 10/23/12

Last Modified 10/23/12

Entered By Barbara Monares

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$47,490.00

Net Total \$269,110.00

Sales Tax

## WJLA Arlington (WJLA)

By Broadcast Month

Nov. 2012 78

Grand Total: 78

Rate

\$316,600.00

\$316,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	1	1		1	1	1			4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/23/12
2.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA	2	2	2	2	2	2			8	\$1,800.00	\$14,400.00	WJLA Arlington (WJLA)		10/23/12
3.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	2	2	2	2	2	2			8	\$1,900.00	\$15,200.00	WJLA Arlington (WJLA)		10/23/12
4.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	2	2	2	2	2	2			8	\$2,800.00	\$22,400.00	WJLA Arlington (WJLA)		10/23/12
5.0	Normal Line / SPOT	10/30/12-10/31/12	3	:30	6:58P- WHEEL OF FORTUNE @ 6P	2	2							4	\$7,000.00	\$28,000.00	WJLA Arlington (WJLA)		10/23/12
6.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	6:58P- WHEEL OF FORTUNE					2				2	\$7,000.00	\$14,000.00	WJLA Arlington (WJLA)		10/23/12
7.0	Normal Line / SPOT	10/30/12-10/31/12	3	:30	7:27P- JEOPARDY	2	2							4	\$8,000.00	\$32,000.00	WJLA Arlington (WJLA)		10/23/12
8.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	7:27P- JEOPARDY					2				2	\$8,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/23/12
9.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	49886- ABC-ABC NIGHTLINE	1	1	1	1	1	1			4	\$3,000.00	\$12,000.00	WJLA Arlington (WJLA)		10/23/12
10.0	Normal Line / SPOT	10/30/12-11/04/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	2	2	2	2	2	2			10	\$4,000.00	\$40,000.00	WJLA Arlington (WJLA)		10/23/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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WJLA  
1100 Wilson Blvd. 6th Floor  
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WJLA-TV/DT WASHINGTON, DC

Mentzer Media  
600 Fairmount Avenue  
Suite 306  
Towson, MD 21286

## Contract # 199388

**Schedule Dates** 10/30/12-11/06/12  
**Advertiser** Restore our Future (15528)  
**Agency/T-Code** Mentzer Media (1290)/ELECTRONIC  
**Product** Political-Political (1088)  
**Brand** EST 1545 10/30-11/06 (72887)  
**Salesperson** Monares, Barbara (1108)  
**Sales Office** WJLA - Core Team  
**Buyer Name** BRAUNSCHEIDEL, ANNE  
**Phone/Fax** / (202) 872-0263  
**CPE** EST 1545 10/30-11/06  
**Account Types** Local/Political Issue Agency  
**Billing Type** Standard  
**Comments** EST 1545 10/30-11/06

**Date Entered** 10/23/12  
**Last Modified** 10/23/12  
**Entered By** Barbara Monares  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$47,490.00  
**Net Total** \$269,110.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Nov. 2012 78 \$316,600.00  
Grand Total: 78 \$316,600.00

Line	Line Type / Break Type (ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	11:29P- NEWS-ABC 7 NEWS @ 11P							2		2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/23/12
12.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							2		2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/23/12
13.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								2	2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/23/12
14.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/23/12
15.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1						2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		10/23/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2							2	\$1,900.00	\$3,800.00	WJLA Arlington (WJLA)		10/23/12
17.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		2							2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		10/23/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:58P- WHEEL OF FORTUNE		1							1	\$7,000.00	\$7,000.00	WJLA Arlington (WJLA)		10/23/12
19.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7:27P- JEOPARDY		1							1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/23/12
20.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:35P- ABC-ABC NIGHTLINE		1							1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/23/12

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21.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	2		2						2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/23/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7:57P- ABC-DANCING WITH THE STARS	2		2						2	\$18,000.00	\$36,000.00	WJLA Arlington (WJLA)		10/23/12
23.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	6:58P- ABC 7 NEWS SPECIAL				2					2	\$6,000.00	\$12,000.00	WJLA Arlington (WJLA)	m/g form 10/23	10/23/12
24.0	Normal Line / SPOT	10/30/12-10/30/12	3	:30	10P- ABC-PRIVATE PRACTICE	1	1							1	\$18,000.00	\$18,000.00	WJLA Arlington (WJLA)	m/g form 10/23	10/23/12

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